

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:3416

ANSWERED ON:18.12.2015

Government Advertisement

Nimmala Shri Kristappa;Rathore Shri Hariom Singh;Verma Shri Rajesh

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) the details of criteria followed by the Directorate of Advertising and Visual Publicity (DAVP) regarding Government's advertisements, publications and other publicity material along with expenditure incurred thereon during each of the last three years and the current year;
- (b) the total number of licences issued/agencies empanelled by the DAVP for the purpose in the country, State/UT-wise;
- (c) the volume of advertisements, publications and other publicity material given by the Government and non-governmental agencies during the above said period;
- (d) whether any study or assessment has been made to ascertain usefulness or benefits derived from such advertisements, if so, the details thereof; and
- (e) the measures taken/being taken by the Government to rationalize expenditure incurred on these advertisements/publicity materials?

Answer

MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING {COL RAJYAVARDHAN RATHORE (Retd.)}

(a) The Directorate of Advertising and Visual Publicity (DAVP) releases advertisements in accordance with the Advertisement Policy keeping in view the target audience, client requirements, budget available etc. within the framework of the Policies/Guidelines of different media vehicles of the Government. The details of the Policies/Guidelines are available at DAVP's website www.davp.nic.in. The details of the media-wise expenditure for the last three years and the current year i.e. 2012-13, 2013-14, 2014-15 and 2015-16 (till 2.12.2015) is at Annexure-I.

(b) There are 8213 Newspapers, 676 Agencies (including FM, CRS, TV, Digital Cinema, Internet Websites & SMSes) and 303 Outdoor Publicity Agencies which are empanelled with DAVP.

The state-wise details of empanelment are available on DAVP's website, www.davp.nic.in under the sub-head Lok Sabha Unstarred Question No. 3416 'Annexure-I' in the head 'Newspapers' and in the link http://www.davp.nic.in/writereaddata/PQ_3416Annexure_I.pdf.

(c) The volume of Government advertisements in terms of release order of the DAVP during said period i.e. 2012-13, 2013-14, 2014-15 and 2015-16 (till 15.12.2015) is placed at Annexure-II. The details of advertisements in respect of the non-governmental agencies is not maintained by the Central Government.

(d) DAVP has empanelled 7 Impact Assessment Agencies for carrying out impact assessment of publicity campaign of any Ministries/Departments, on their request.

(e) No, Madam. DAVP releases advertisements only in accordance with the requirement of the client Ministries/Departments keeping in view the target audience, client requirements, budget available etc.
